

Digital Product Creator

Biz Model Plan

Presented by BackpackBusinessLifestyle.com

Step 1: Pick a niche that you want to go into that you have some interest in and have found indicators that it's going to be profitable.

Note: You can learn how to find the perfect niche by watching this video
>>> <http://backpackbusinesslifestyle.com/webinar-replay-finding-a-niche-for-your-backpack-business>

Step 2: Decide on what kind of product you will create. Just ONE for now, but make sure you have ideas for at least 3-5 more.

Check to see what kind of other products are being offered in the niche to help you with deciding on what to offer.

Step 3: Decide on what to cover in your product

You can do this by doing keyword research and looking at what others are covering in their products within the niche.

Step 4: Create your product

Options:

- ⇒ Create it from scratch
- ⇒ Create it from PLR content
- ⇒ Outsource it

Step 5: Create copy to sell product

Creating website copy to sell your product is a vital step in this process. If you can't create copy either text or a video then you either need to study HOW to do it, or HIRE someone to do it.

Step 6: Create site to sell product

To sell your digital product you're going to need at the very least a sales page and a download page. This way you can send traffic to your sales page and customer automatically be sent to your download page. I use JVZoo along with PayPal to automate

this for me. To build my pages I use WordPress and the [OptimizePress](#) theme.

Step 7: Drive Traffic

Make sure you create a daily traffic plan and drive traffic each and every day. I've done a video showing you how to create a traffic calendar at https://youtu.be/NTcAJGxH_js

Step 8: Rinse and repeat

Once you have that first product done and making you money then you need to get to work creating your next one. You can offer it to people who bought your first one, get affiliates to promote it, and drive traffic on your own. But to build your own product empire you need to do this as often as you can and have as many products as you can.